

ORDER



KSNV

Orders	Order / Rev:	108091
	Alt Order #:	06866217
	Product Desc:	CONKLIN FOR NV ST
	Estimate:	
	Flight Dates:	10/23/12 - 10/29/12
	Original Date / Rev:	10/22/12 / 10/22/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	GMMB, Inc./ Washington D.C.
	Buying Contact:	
	Billing Contact:	
		Washington Harbor
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Conklin for Nevada State Assembly
	Demographic:	A35+
	Product Codes:	PLC10
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
Order Separation: 00:05:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	19	\$9,675.00	\$8,223.75
10/29/12	10/29/12	5	\$2,525.00	\$2,146.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	19	\$9,675.00	\$8,223.75	0.00
November 2012	5	\$2,525.00	\$2,146.25	0.00
Totals	24	\$12,200.00	\$10,370.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

KSNV	26%	\$12,200.00
Market	100%	\$46,923.08

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$11,730.77
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$11,730.77
KTUD	1%	\$469.23
KVVU	18%	\$8,446.15
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$2,346.15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	10/23/12	10/26/12	Today Show Today Show	CM	658a-9am	- TWTF -	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
<div>TODAY</div> <div> <div>Start Date</div> <div>End Date</div> <div>Weekdays</div> <div>Spots/Week</div> <div>Rate</div> <div>Rating</div> </div>															

Order / Rev: 108091
 Alt Order #: 06866217
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Conklin for Nevada State Assembly
 Product Desc: CONKLIN FOR NV ST
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSNV	10/23/12	10/26/12	Today Show Today Show	CM	658a-9am	- TWTF - -	:30	4	\$900.00	1	0.00	NM	4	\$3,600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					4	\$900.00		0.00			
2	KSNV	10/29/12	10/29/12	Today Show Today Show	CM	658a-9am	M- - - - -	:30	1	\$900.00	1	0.00	NM	1	\$900.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					1	\$900.00		0.00			
3	KSNV	10/29/12	10/29/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	M- - - - -	:30	1	\$425.00	1	0.00	NM	1	\$425.00
TODAY2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					1	\$425.00		0.00			
4	KSNV	10/23/12	10/26/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	- TWTF - -	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
TODAY2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					4	\$425.00		0.00			
5	KSNV	10/23/12	10/26/12	Rachael Ray Rachael Ray	CM	11am-12pm	- TWTF - -	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					4	\$325.00		0.00			
6	KSNV	10/29/12	10/29/12	Rachael Ray Rachael Ray	CM	11am-12pm	M- - - - -	:30	1	\$325.00	1	0.00	NM	1	\$325.00
RR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					1	\$325.00		0.00			
N 7	KSNV	10/29/12	10/29/12	Days of our Lives Days of our Lives	CM	1258p-2pm	M- - - - -	:30	1	\$425.00	1	0.00	NM	1	\$425.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					1	\$425.00		0.00			
N 8	KSNV	10/23/12	10/26/12	Days of our Lives Days of our Lives	CM	1258p-2pm	- TWTF - -	:30	3	\$425.00	1	0.00	NM	3	\$1,275.00
DAYS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					3	\$425.00		0.00			
9	KSNV	10/23/12	10/26/12	Dr. Phil Dr Phil	CM	3-4p	- TWTF - -	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					4	\$450.00		0.00			
10	KSNV	10/29/12	10/29/12	Dr. Phil Dr Phil	CM	3-4p	M- - - - -	:30	1	\$450.00	1	0.00	NM	1	\$450.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					1	\$450.00		0.00			
													Totals	24	\$12,200.00